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***Mutual of Omaha's Wild Kingdom* Launches Second Installment of Web Series on July 17**

Wild Guide Stephanie Arne Explores World's Most Fascinating Creatures

OMAHA, Neb – *Mutual of Omaha's Wild Kingdom* web series is back and better than ever, with exciting new videos featuring Wild Guide Stephanie Arne presenting an up-close and personal look at some of the world's most fascinating and beloved creatures.

The second installment of the *Wild Kingdom* web series will debut on July 17 with an in-depth look at the complex world of elephants. It can be viewed at www.WildKingdom.com or on the Wild Kingdom YouTube channel (<http://www.youtube.com/user/WildKingdomTV>). New *Wild Kingdom* videos will be added biweekly through August.

In celebration of the 50th anniversary of the iconic television show, *Wild Kingdom* last year named Arne its new Wild Guide and began production of original videos designed exclusively for the web.

The second installment of the *Wild Kingdom* web series builds on that momentum, fine-tuning the concept to offer shorter, more focused videos with a wealth of supporting content, allowing a deep dive into each topic.

“We are so excited to kick off the second generation of *Mutual of Omaha's Wild Kingdom* on the web,” Arne said. “From elephants to penguins, we are highlighting some of the wild kingdom's most interesting creatures in a way that allows the audience to view a lot or a little, with exclusive videos, photos, facts and behind-the-scenes content.”

Social media also plays an important part, with unique content developed for *Wild Kingdom's* Facebook, Twitter, Google+, Tumblr, Pinterest and other communities, Arne said.

A three-generation elephant herd that includes two new calves at the Fort Worth Zoo launches the newest installment of *Wild Kingdom*. Videos featuring the baby elephants explain the social structure of an elephant herd, elephant intelligence, enrichment activities including painting, the facts and myths surrounding the elephant trunk and other topics.

“Elephants are amazing animals. They are very intelligent, social and nurturing. I’m thrilled to be able to feature these wonderful creatures in our new *Wild Kingdom* web videos,” Arne said.

Other topics *Wild Kingdom* will explore include:

- Cheetahs and the incredible bond between a young cheetah and the Labrador retriever it is being raised with at the Dallas Zoo
- Giraffes, including their incredible tongue, massive neck and their unique behavior.
- The wonderful and wacky world of penguins, featuring Omaha’s Henry Doorly Zoo’s flock of more than 85 King, Gentoo and Rockhopper penguins.

Mutual of Omaha’s Wild Kingdom premiered on network television on Jan. 6, 1963. It pioneered the format of wildlife TV and remains one of the most loved and respected wildlife programs in TV history. *Wild Kingdom* received 41 major awards including four Emmys and an endorsement by the National Parent Teacher Association (PTA) for television recommended for family viewing.

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